

# Buy Detail Report

Revision #: Date: 11/2/2012

Client: Ben McAdams for Salt Lake County Mayor  
 Media: TV  
 Product: Mayor  
 Market: Salt Lake City-Ogden  
 Primary Demo: Adults 25-64  
 Separation between spots: 30

Estimate: 456

Description: Ben McAdams Mon-Tues TV addition  
 Flight Start Date: 10/29/2012 05:00 AM  
 Flight End Date: 11/6/2012 04:59 AM  
 Survey: Nov11 DMA Nielsen Live+7  
 Buyer: Amanda Chew

Vendor: KTVX-TV  
 2175 West 1700 South  
 Salt Lake City, UT 84104  
 Contact: Barbara Syphus  
 E-Mail: bsyphus@abc4.com  
 Phone: 801-975-4569 801-580-1335c  
 Fax: 801-975-4441

Send Billing To: Love Communications  
 546 S. 200 W  
 Salt Lake City, UT 84101  
 Phone: 801-519-8880  
 Fax: 801-519-8884

Estimate Comments: This flight runs Sunday 11/04 through Tuesday EM. Thanks!

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 10/29 11/5	Total Spots	Adults 25-64 Rtg/CPP
KTVX-TV							
8	Su 10:00p-10:30p ABC 4 NWS-10	\$900.00	\$765.00	30	1 0	1	2.1 \$428.57 \$364.29
9	M 10:00p-10:35p ABC 4 NWS 10P	\$900.00	\$765.00	30	0 1	1	2.0 \$450.00 \$382.50
Total Spots:						2	4.1
Total GRP/GIMP(000):						2.1	\$439.02
Total CPP/CPM:							\$373.17
Total Cost:						2	

Disclaimer: